

PHY-24,741

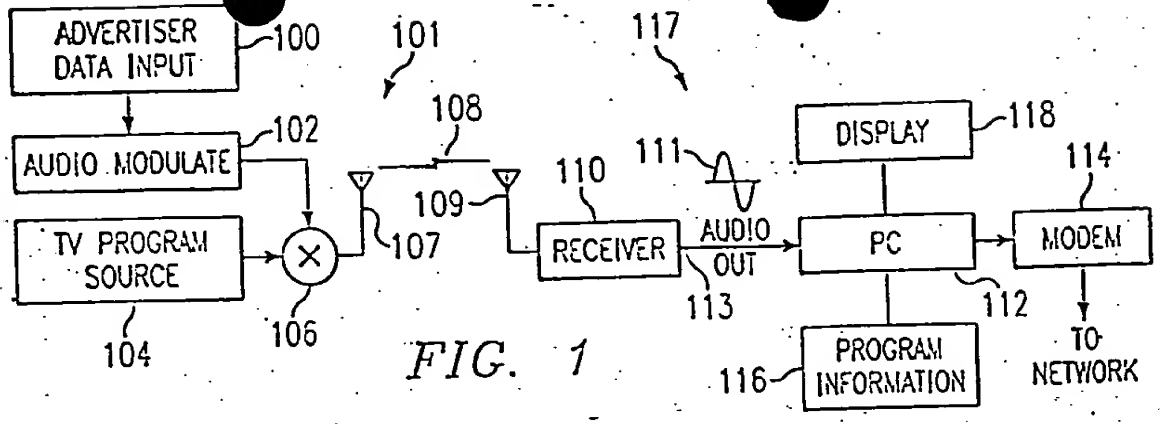


FIG. 1

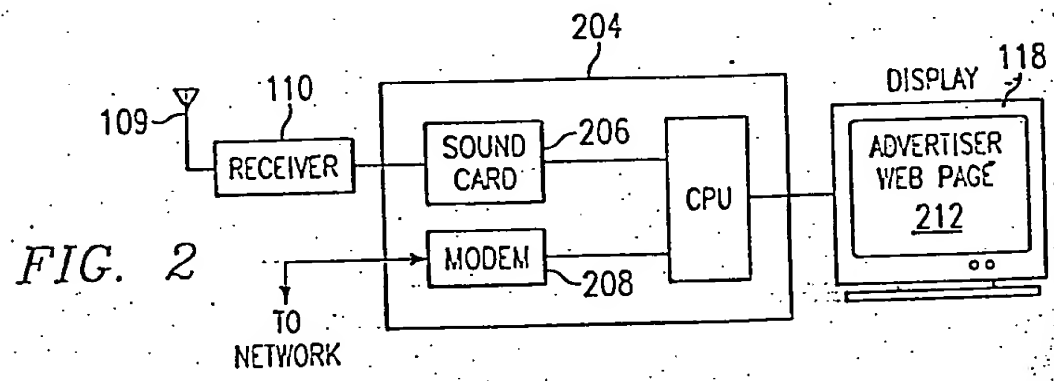


FIG. 2

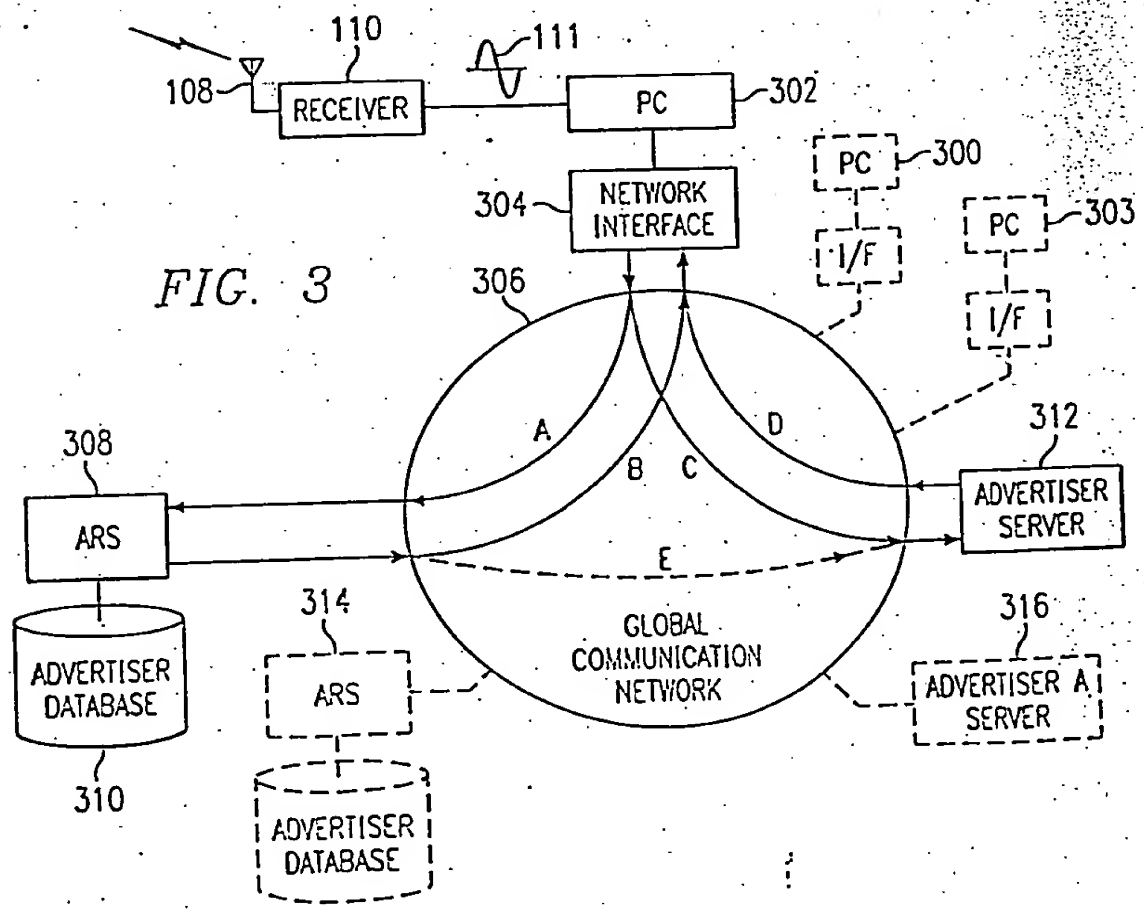


FIG. 3

PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE

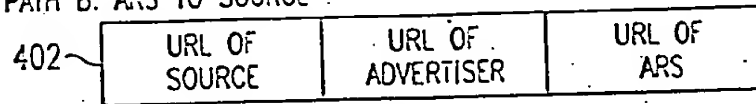


FIG. 4b

PATH C: SOURCE TO ADVERTISER

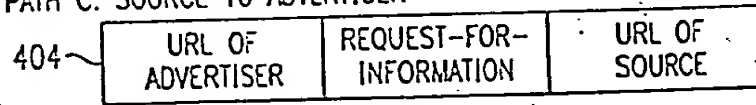


FIG. 4c

PATH D: ADVERTISER TO SOURCE

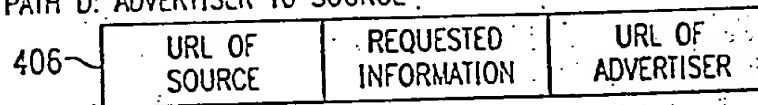


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

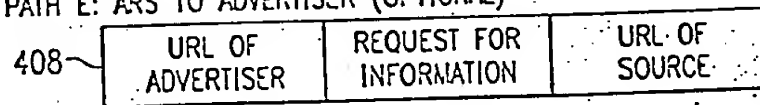


FIG. 4e

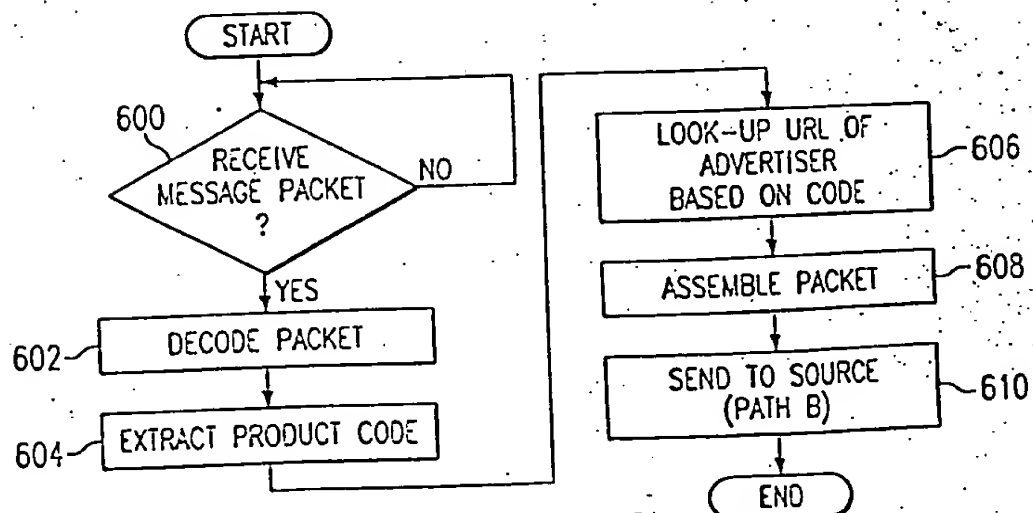


FIG. 6

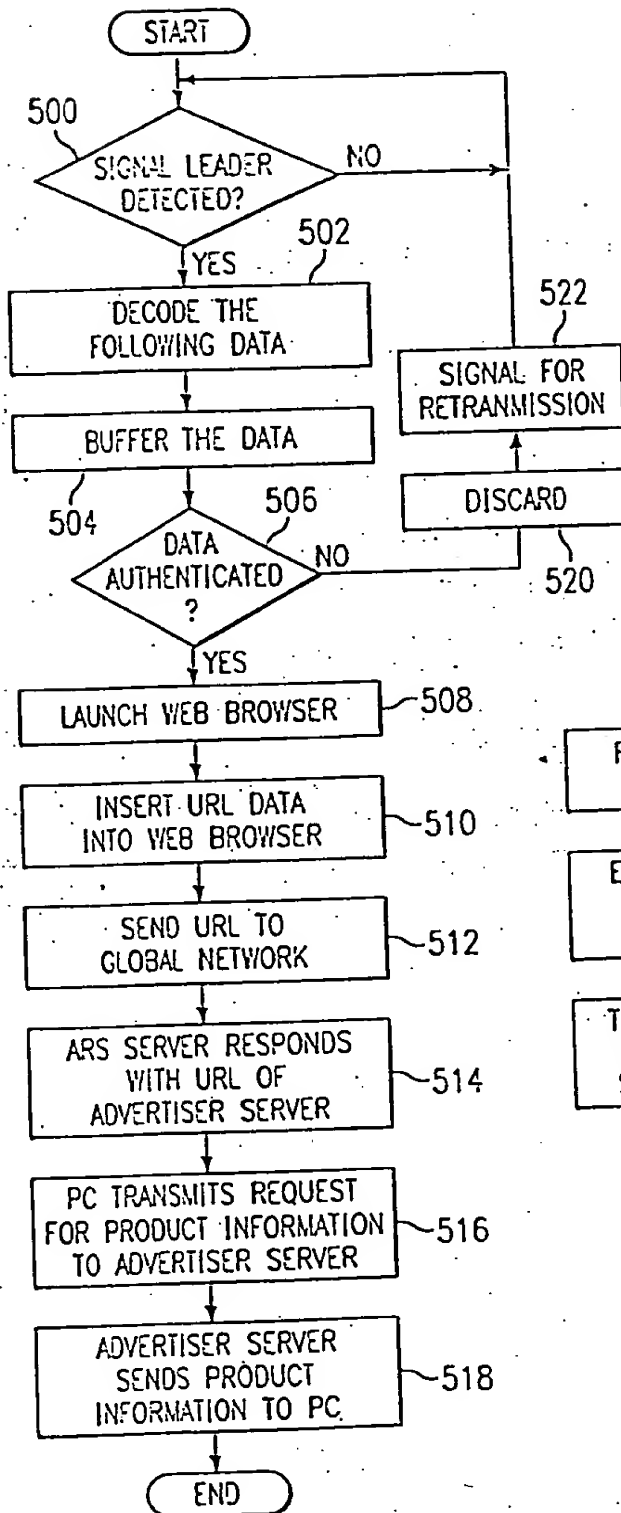


FIG. 5

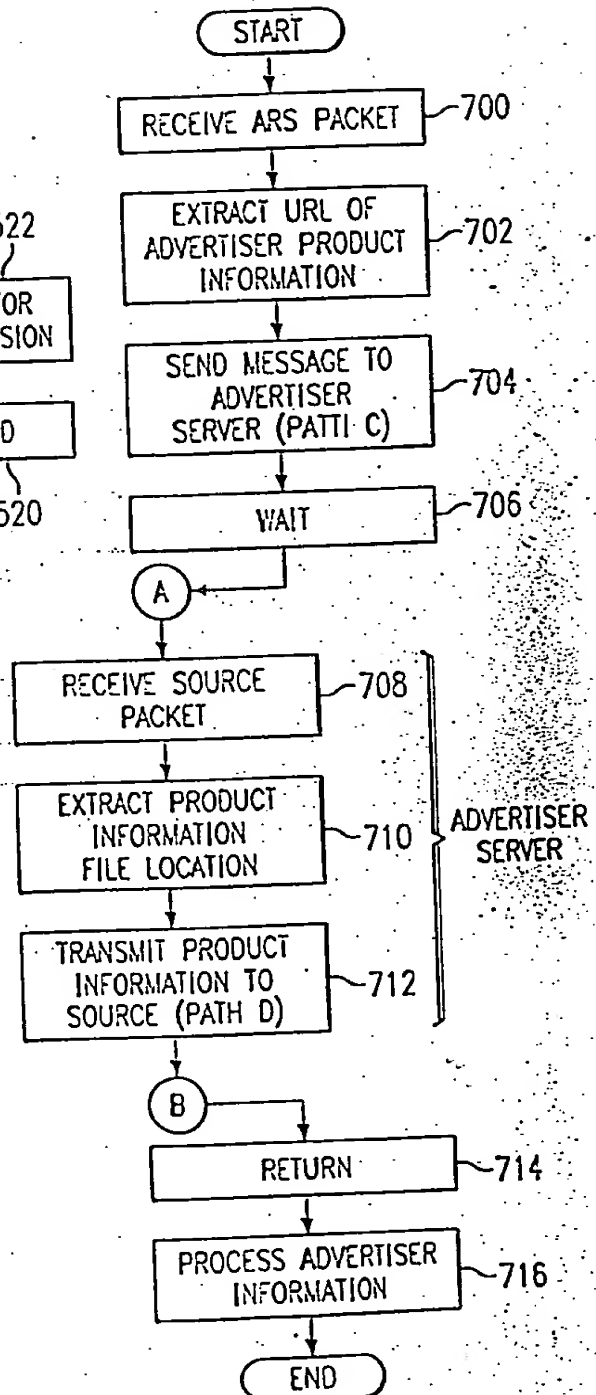


FIG. 7

DISPLAY

800

804

BROWSER PAGE

806

http://URL[/?][ADVERTISER DATA]

802

808

URL/ADVERTISER DATA

FIG. 8

[Ctrl-O][http://][URL][/?][variable][]

OPEN PAGE

USE HYPERTEXT PROTOCOL

URL OF ARS

ALLOW VARIABLE APPENDING

APPENDED VARIABLE (e.g., UPC CODE)

CARRIAGE RETURN - TRANSMIT DATA

902



904 (ROUTING INFORMATION)

AUDIO

906

PC

910

NET

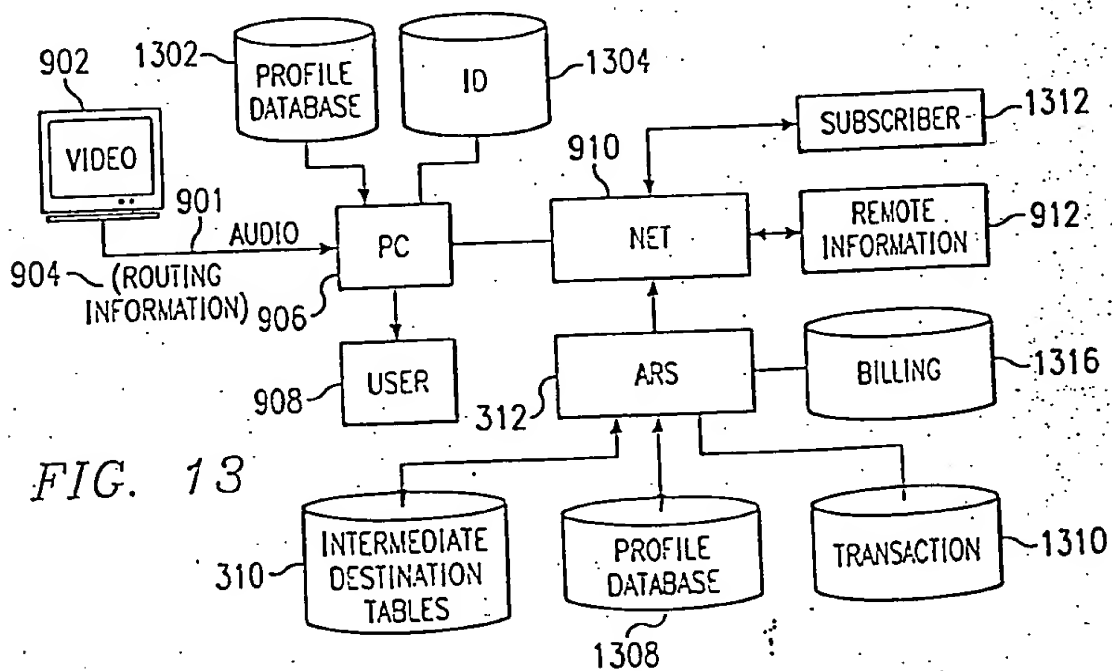
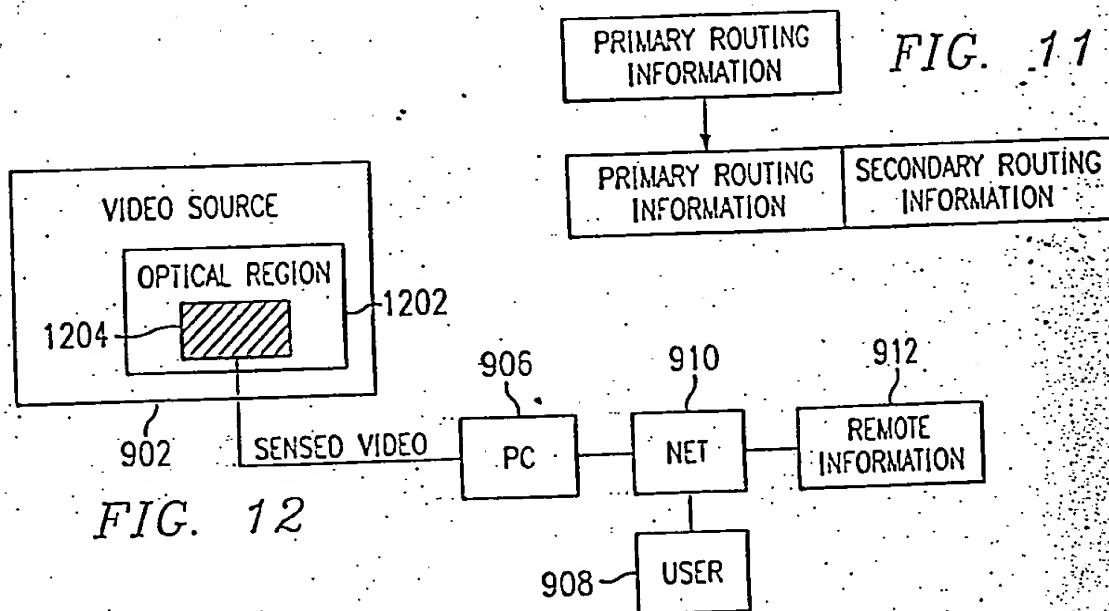
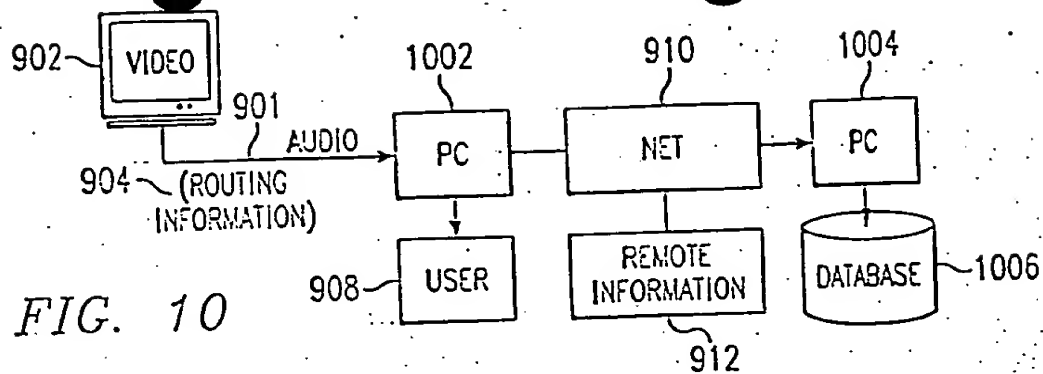
912

REMOTE INFORMATION

USER

908

FIG. 9



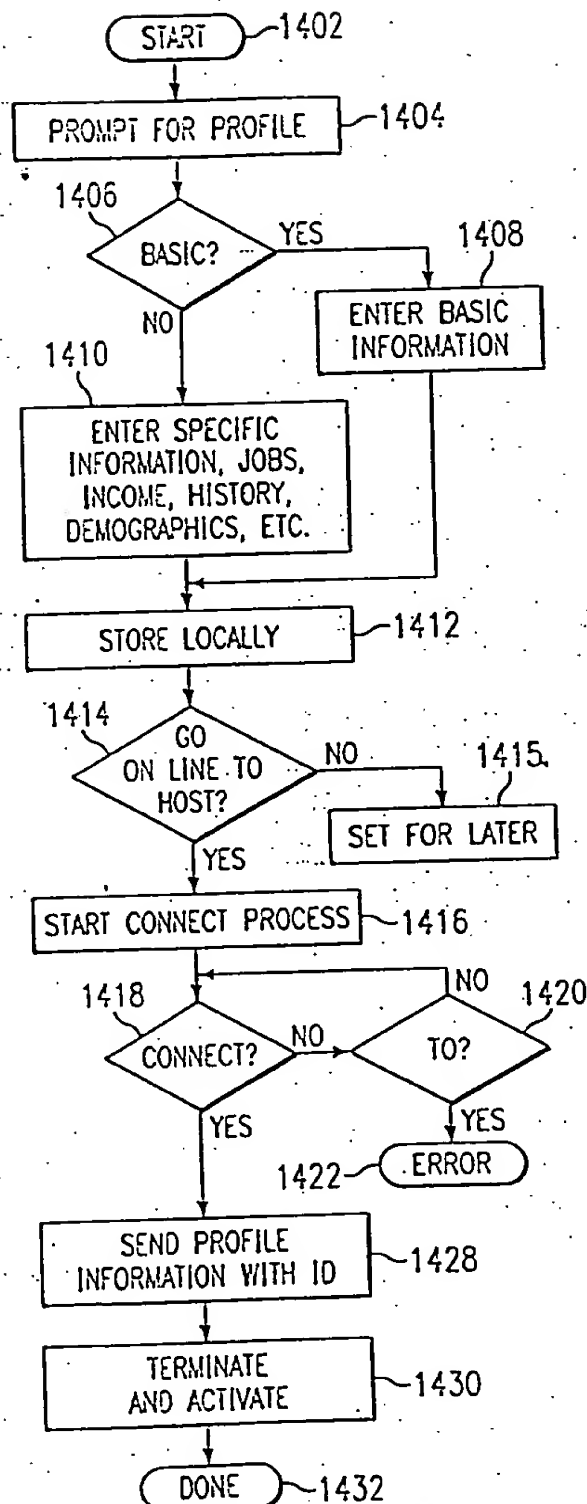


FIG. 14

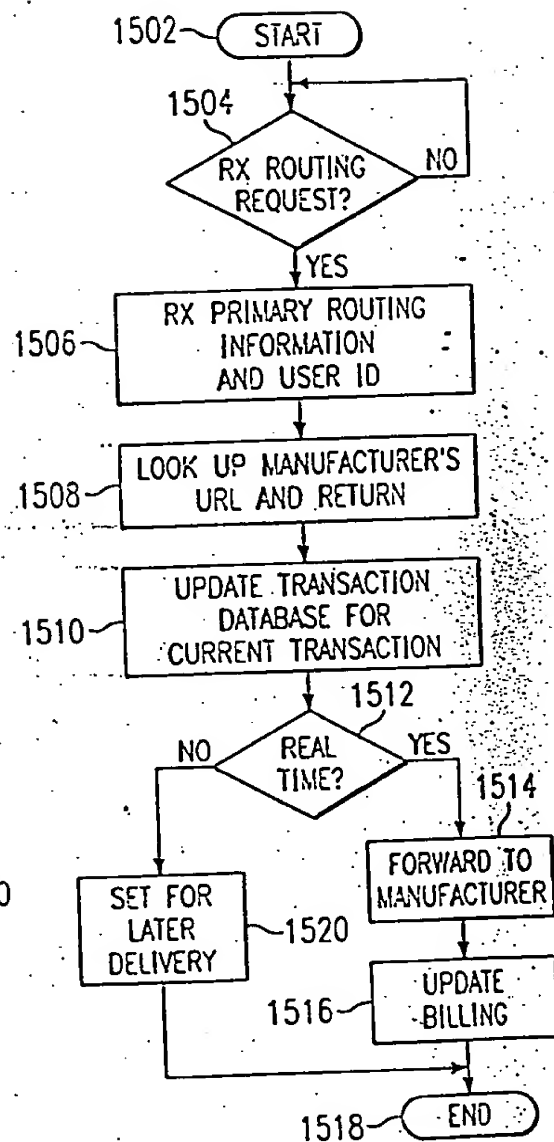


FIG. 15

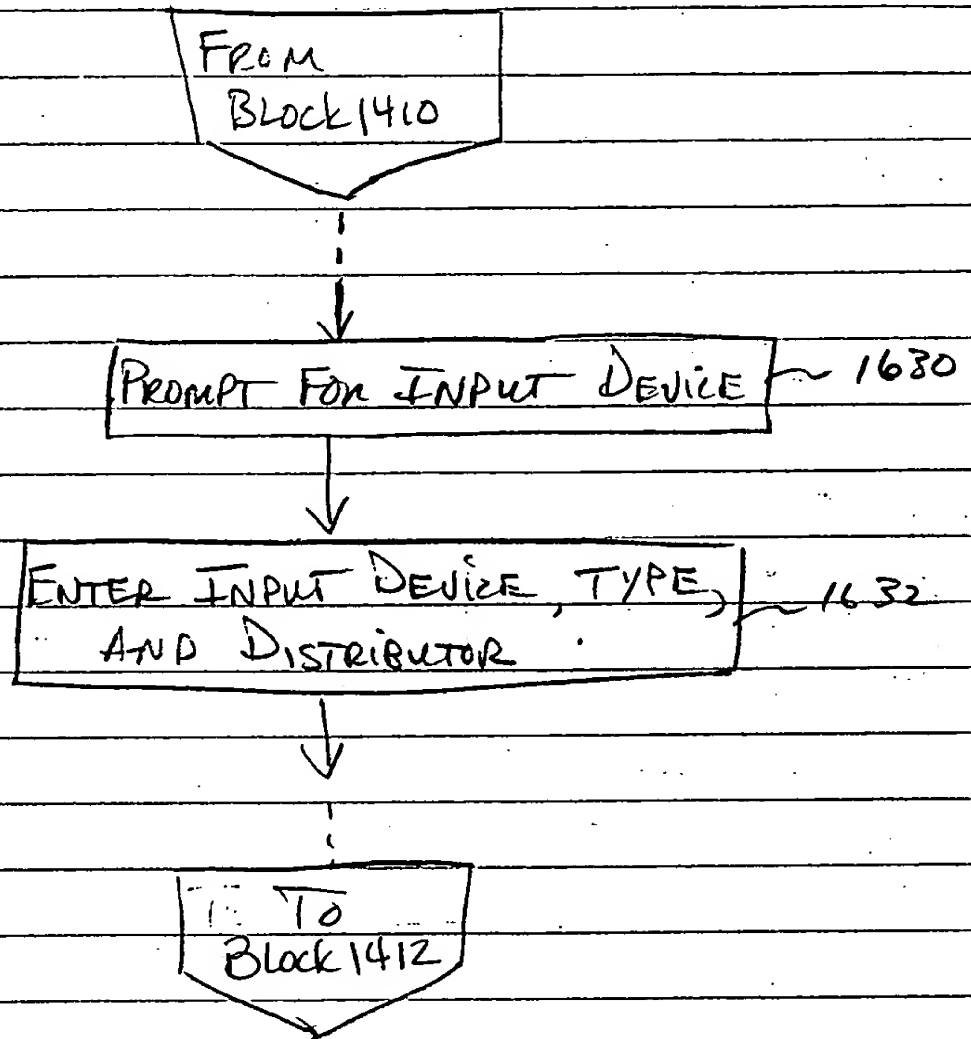


FIG. 16a

747

FIG. 16

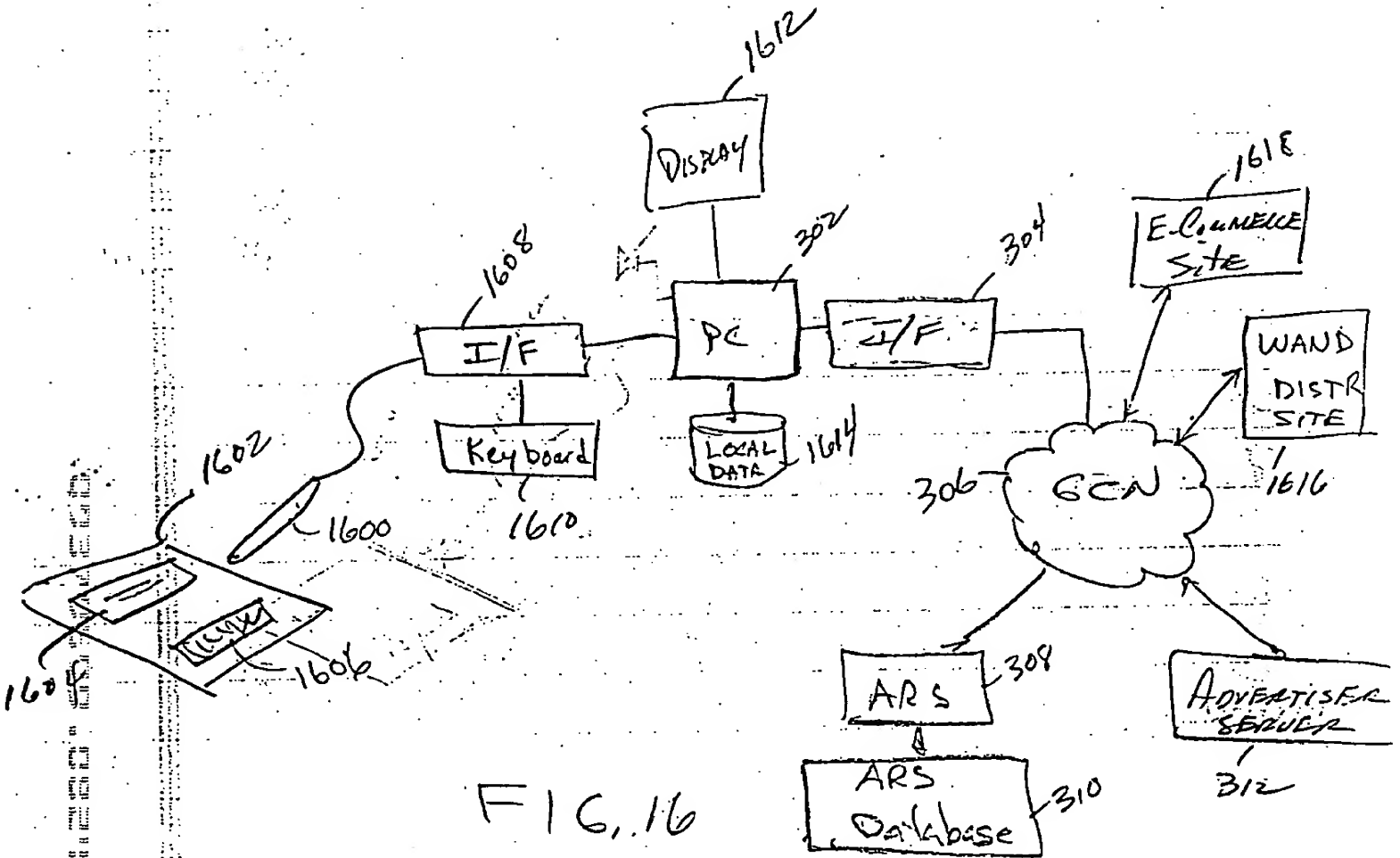


FIG. 16

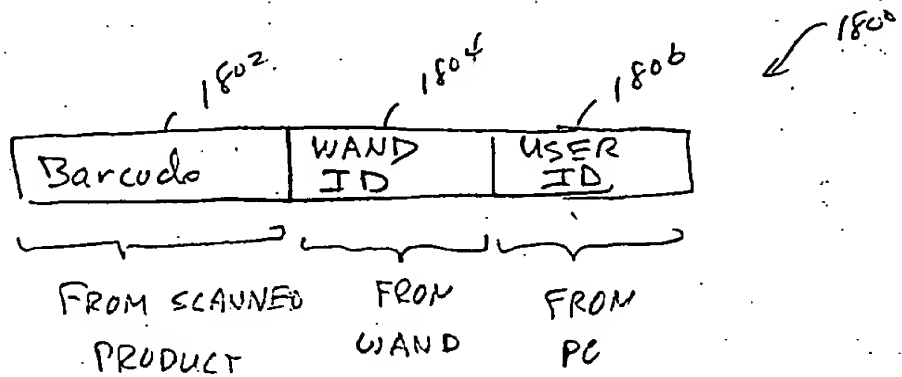
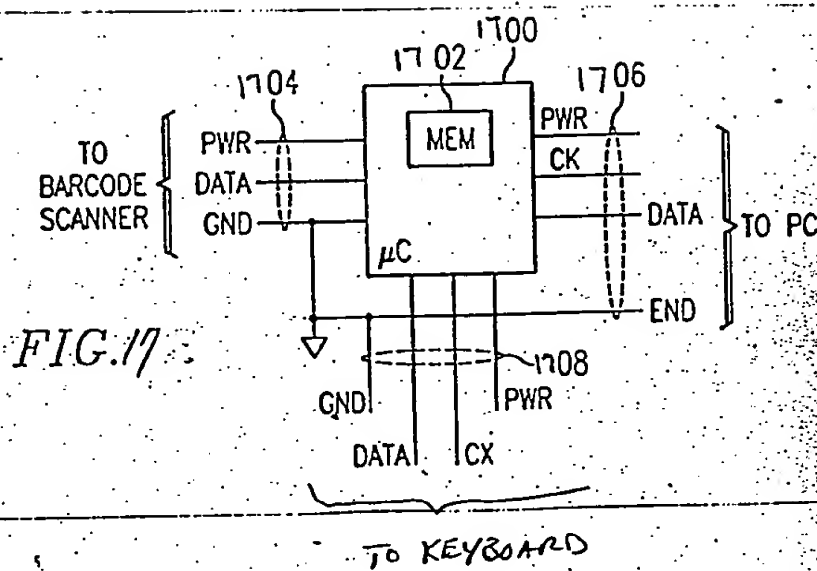


FIG. 18

1101-17, 627
289 747



~~737~~ 747

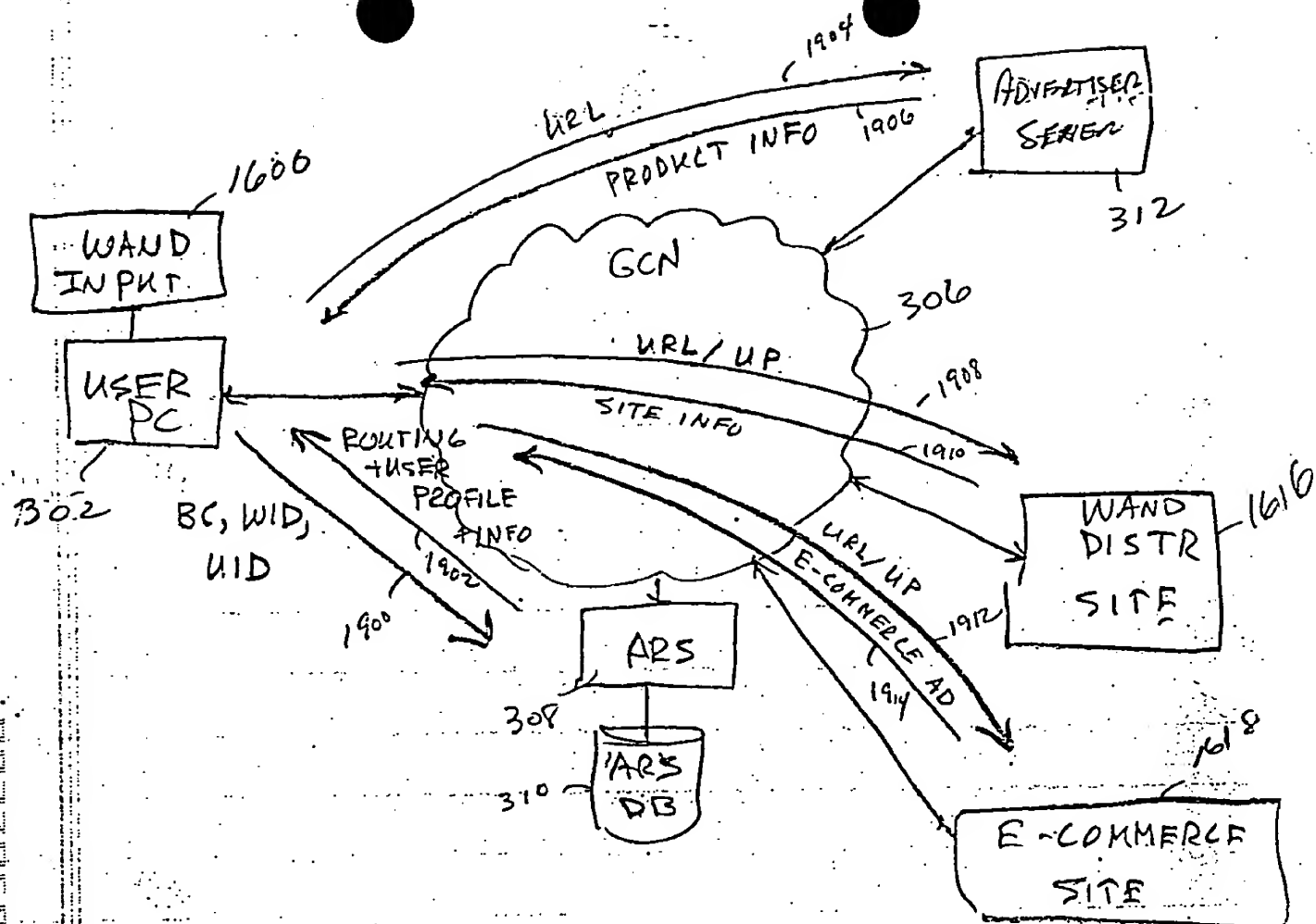
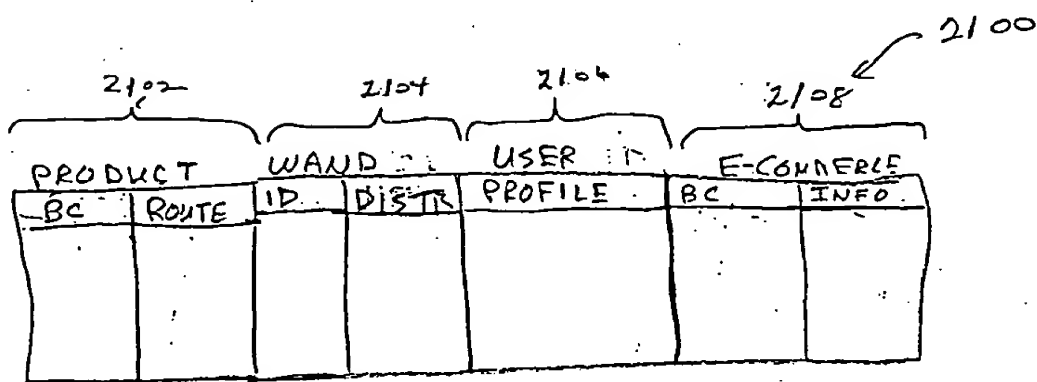
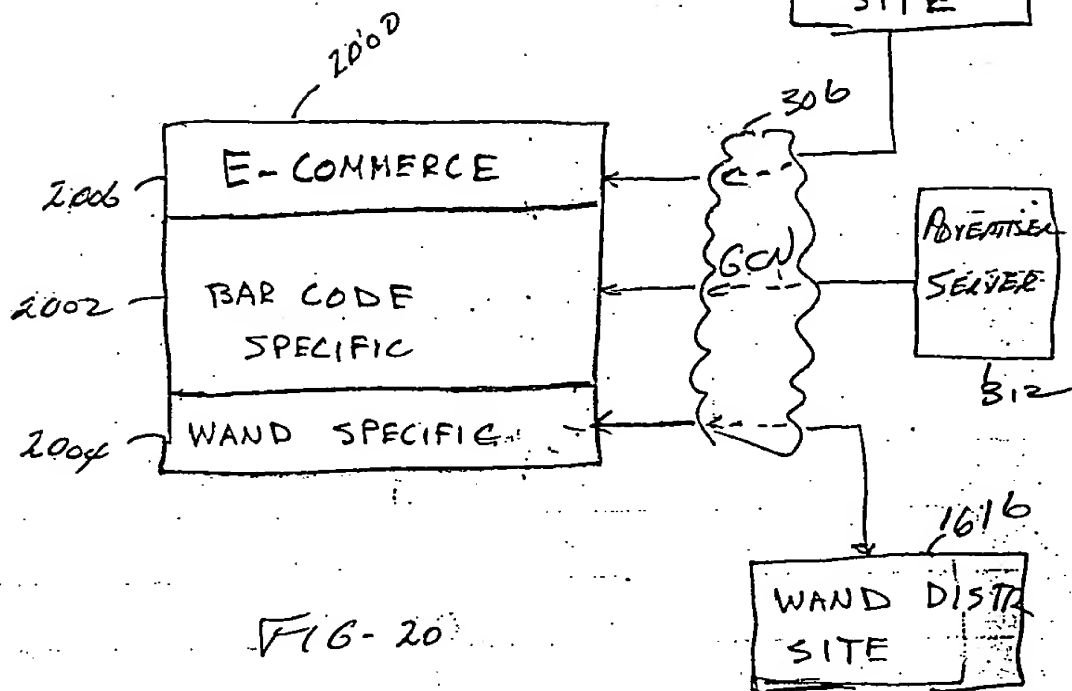


FIG. 19.



ARS DATABASE

FIG-21.

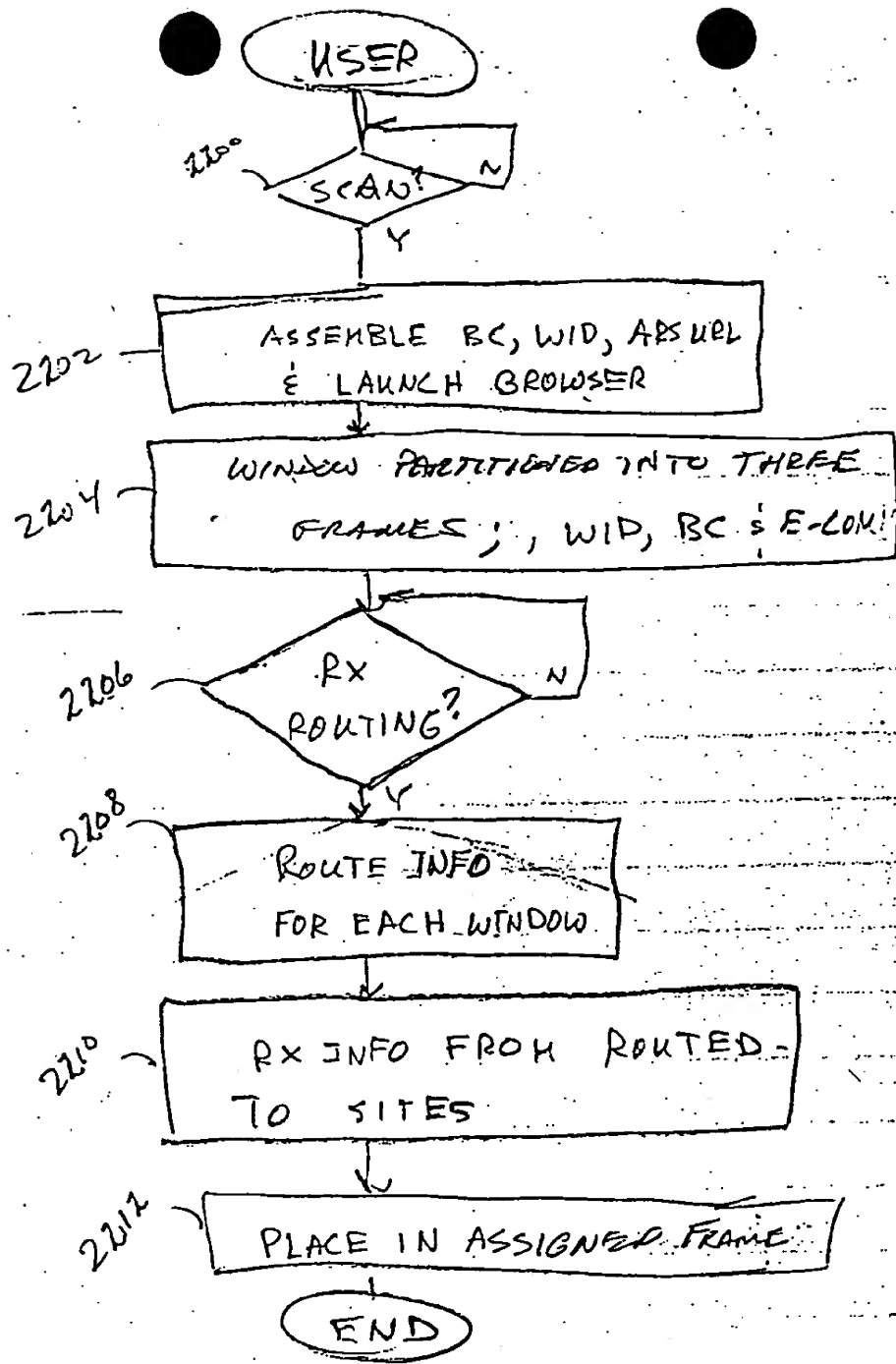


FIG-22

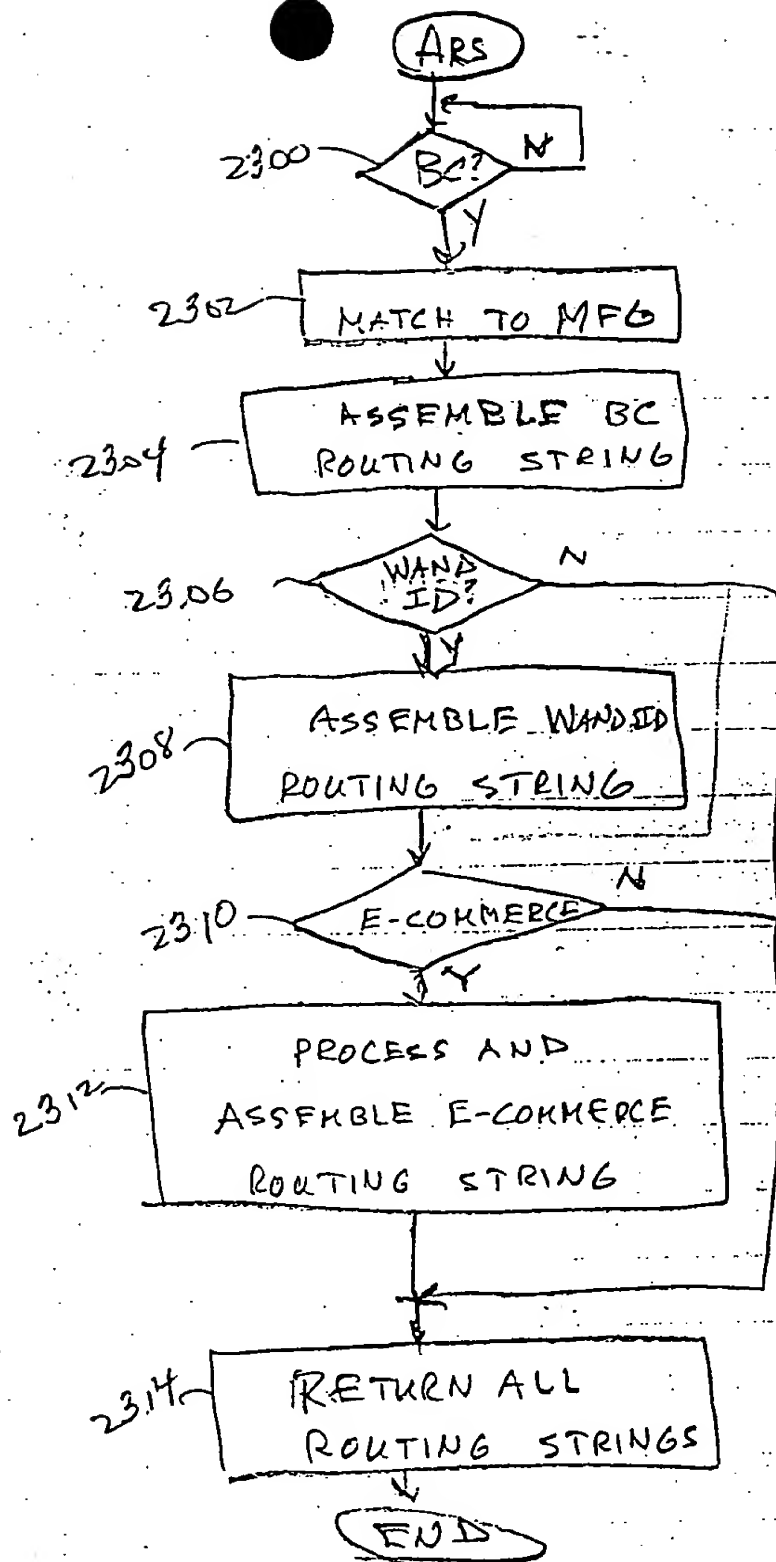


FIG. 23

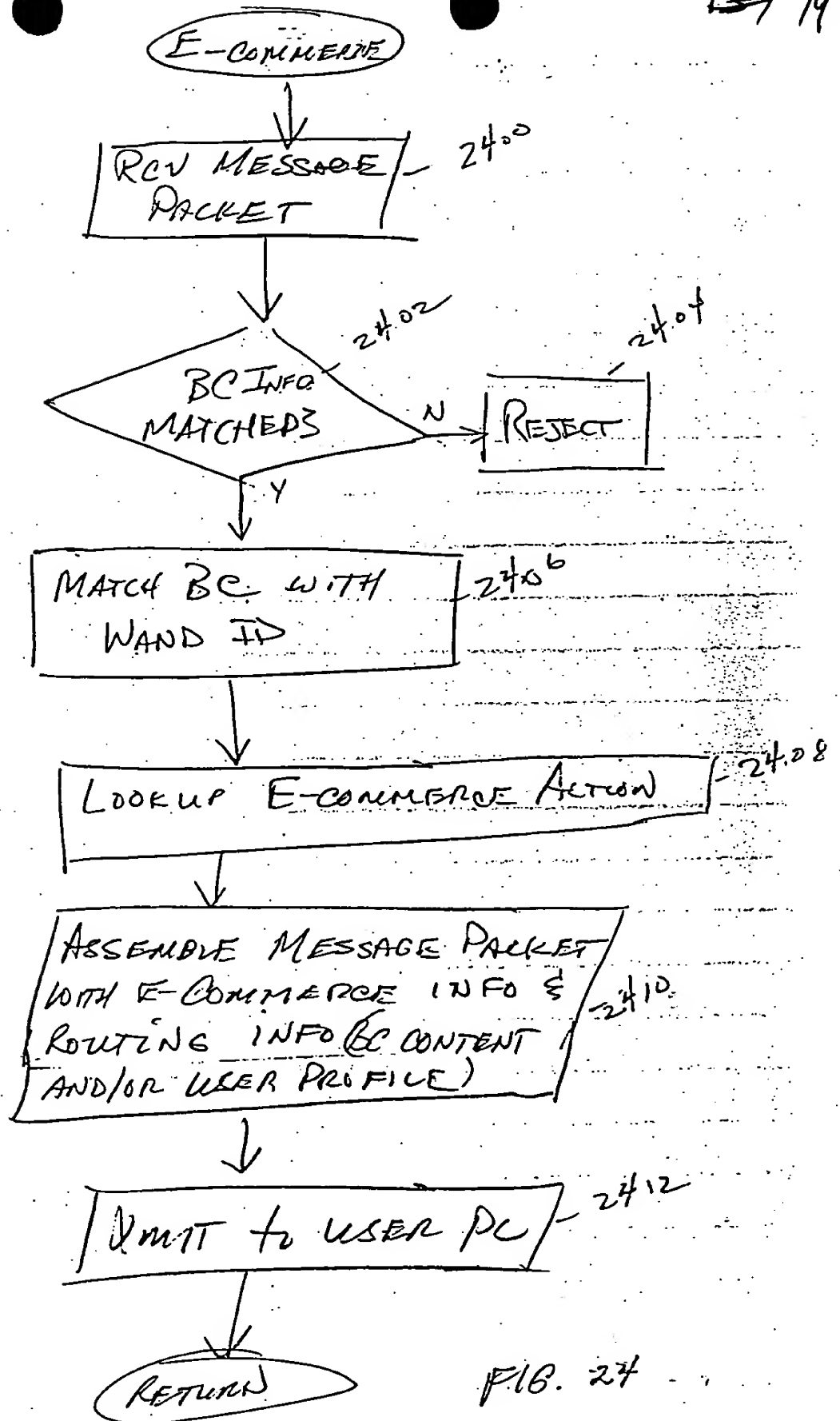


FIG. 24